

**Umno urged to adopt 'people first' concept**  
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KUALA LUMPUR - Najib Abdul Razak wants Umno to adopt the 'People First' concept in all party programmes, in line with the party's transformation principles to place the interest of the people first in all its struggles.

The Umno president said the concept was part of the seven items that must be implemented by party members and leaders in transforming the largest Malay party to face the 13th general election.

"Many are talking about transformation in Umno. I want to ask what is the theme of the Umno transformation model? I think that during the general assembly, I appreciate the debate, the most suitable theme is that Umno places the interest of the people first," he said when winding up the debate at the Umno General Assembly 2010 at the Putra World Trade Centre, here Saturday.

He emphasised that the transformation must be carried out at all levels of the party because it was most important to strengthen the party for its future cause including to win the next general election.

Najib, who is also the prime minister, explained that the party's transformation process had actually begun during the amendments to the constitution at the general assembly last year where the election for posts in the Supreme Council would be decided by the approximately 140,000 members.

"In the past, there were quotas, (secure) 58 divisions to be eligible to be a candidate for the presidency. I am truly leaving my fate to the delegates.

"This is Umno, we place our trust in the members. The members decide who can work. Umno wants leaders who can serve the country and people," he said.

In addition, Najib said other considerations for the transformation were to work as a team, to ensure that the integrity and interest of the party was more important than personal interest.

He also advised Umno members and leaders to be prepared to immediately implement the following actions, namely to win the hearts and mind of the people, to be the champion of the new media and Umno must target the young generation, and that Umno must strive for zero problem.

He said all these matters that had been mentioned were nothing new but were in fact the basis of the party's struggles which were rehashed in the form of suggestions by the delegates taking part in the debate at the general assembly. - Bernama